

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 131614Z AUG 75
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC PRIORITY 195
INFO USDOC WASHDC
AMCONSUL CALI
AMCONSUL MEDELLIN

UNCLAS BOGOTA 7655

EO 11652: NA
TAGS: BEXP CO
SUBJ: COLOMBIAN FOREIGN BUYERS GROUP (FBG) TO NATIONAL HARDWARE
SHOW, CHICAGO, AUGUST 24-28

REF: A. BOGOTA 404; B. BOGOTA 5985; C. STATE 157961

1. AS PART OF COUNTRY COMMERCIAL PROGRAM, (CCP) POST HAS RECRUITED
27 COLOMBIAN IMPORTERS/END USERS TO PARTICIPATE IN FOREIGN BUYERS
GROUP TO THE NATIONAL HARDWARE SHOW IN CHICAGO AUG 24-28 AND
IS CONFIDENT THAT MAXIMUM OF 30 MEMBERS WILL BE REACHED BY
AUG 14 CUTOFF DATE.

2. AS REQUESTED NAMES OF CONFIRMED PARTICIPANTS WILL BE TELEXED
TO PROJECT DIRECTOR HINES AND LAKE TOWER INN HOTEL THURSDAY
AUG 14.

3. A MAJOR DRAWING CARD FOR RECRUITING COLOMBIAN PARTICIPANTS
HAS BEEN THE POSSIBILITY OF SENDING FSL RICARDO ALDANA TO ACCOM-
PANY MISSION AS CONTROL OFFICER. WHILE BRANIFF AND LAKE TOWER
INN HOTEL ARE PROVIDING AIR FARE AND LODGING RESPECTIVELY,
USDOC REPORTS THAT THIS TIME IT CANNOT PROVIDE PER DIEM OF DOLS
198.00 (6 DAYS AT DOLS 33.00 PER DAY) AS COMMERCE DID IN THE CASE
OF OUR PREVIOUS FBOJTO PRINT-74.

4. EVEN WITH LODGING PROVIDED, HIGH COST OF LIVING IN CHICAGO
AREA NECESSITATES FULL PER DIEM, ESPECIALLY FOR AN FSL WHO
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SIMPLY CANNOT AFFORD TO GO OUT OF POCKET.

5. SINCE POST CANNOT FUND INTERNATIONAL TRAVEL OR PDV DIEM, WE REQUEST THAT BUREAU CONTACT USDOC PROJECT DIR HINES AND PROPOSE TO SPLIT PER DIEM COST EQUALLY WITH COMMERCE. FAILING THIS, POST REQUESTS BCEEAU FUND PER DIEM IN FULL.

6. POST REGARDS FBG AS INCREASINGLY IMPORTANT INSTRUMENT FOR TRADE PROMOTION INASMUCH AS RATIO OF EXPORT SALES GENERATED TO DOLLAR EXPENDITURE FOR VIRTUALLY SELF-FINANCED FBG HIGHLY FAVORABLE TO UNITED STATES BOP. FOR EXAMPLE OUR FBG TO PRINT-74 GENERATED US 1,000,800 OF REPORTED EXPORT SALES AGAINST A TOTAL POST/USDOC EXPENDITURE OF UNDER DOLS 500.00.

7. SINCE WE ARE CONVINCED THAT PROVIDINGAN FSL CONTROL OFFICER

TO ACCOMPANY FBG IS CRITICAL TO SUCCESSFUL RECRUITMENT, WE RECOMMEND THAT USDOC/STATE INCOOPERATE MEANS FOR FUNDING THE PER DIEM OF ACCOMPANYING CONTROL OFFICERS INTO THE OVERALL FBG.

8. PLEASE ADVISE SOONEST.
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